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8/4/90

Kelly Teevan
POINT Foundation
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Dear Kelly,

It has been a while since we all met, and I thought I would take this opportunity to bring you up to date with the activities of the Whole Earth Institute.

As you can imagine, a large portion of my time and energy has recently been devoted to Cyberthon -- the 24-hour event WEI is hosting in October that will focus on the social and cultural impact of Virtual Reality.

However this does not mean that other projects have been put on hold entirely. Indeed, as you will read in the enclosed, WEI is actively working on several other projects which are investments in POINT's future as well as innovative ways to link people to ideas, tools and communities.

Although it may seem to some that the Institute is focussing entirely on technology, we are also working in other areas such as organizing tours of environmental sites and doing some preliminary planning for a functional, and self-sustaining, Whole Earth Library.

Funding for some of the activities sited in the attached will be sought on a project basis, but we will probably also need to launch another fund raising (mass) appeal. Until some of these projects start to flower, we will continue to need financial assistance for operations and for seed money, but at least now the Institute has something of a track record.

We do not want to be limited in our scope and so I hope you are all planning to come armed with other project ideas -- perhaps ideas of awards we could start giving out --to the meeting on October 10th. WEI is still growing and is relying on your ideas and support to help it define itself as a unique entity.

The meeting will be at noon on October 10th at the Alta Mira Hotel in Sausalito. In September I will send out a reminder and the directions, but till then please call if you have any questions or comments.

Yours truly,

Stephanie Leonard
Director, Whole Earth Institute

WHO ARE RECIPIENTS OF THIS?

Whole Earth Institute
Activity Report -- 8/4/90

Fund Raising Statistics
(Income/Expenses as of 7/31/90)

Income (Cash & Pledges):

Founders –	$50,000
Associates –	5,000
Benefactors –	2,500
Sponsors –	5,082
Friends –	1,500
Other –	3,761
Project Income	8,250
Grants –	5,000
Total	**$81,093**

Expenses:

Operational –	$ 30,416
Project Expense	8,004
Grant expense –	707
	$39,127

low.

Net Income	**$41,966**

Project Activities

Cyberthon -

As October 6th draws ever closer, Cyberthon -- our 24-hour marathon of adventure into the cultural and social impact of Virtual Reality -- is indeed starting to snowball. Our Cyberthon coordinator, Cheryl Nash, has lined up an impressive group of demonstrations and presenters, Colossal Film Studios has started to design the physical maze and set for the event and our Steering Committee has been consistently offering valuable assistance.

who is on this?

Already we have sent out over 600 invitations and have 40 acceptances. Each day more invitations are going out as people hear of the event and call us to recommend other folks who might be interested. Likewise our volunteer base is growing, with people pitching in on many levels to help cut our costs and to give themselves a chance to link up with other people interested in this innovative field.

Environmental Tours -

At the suggestion of many people, the Institute is exploring the possibility of packaging and marketing tours of interesting sites in the Bay Area which are part of the environmental restoration movement. Currently Richard Nilsen is investigating some sites in the South Bay which might be open to having people visit, but we will investigate other areas if the interest is there.

As we see it, these tours would cover four or five sites in a day and would include Richard's expertise and commentary, a chartered bus and lunch. It has been suggested that we approach the State Education Board with a formal proposal, but we are also asking you for other suggestions of people and/or companies who might consider this an interesting way to view the environmental movement on a grass roots level.

Seeing M. Talbot George young questions??

Healing The Earth -- A book on the environmental restoration movement

Whole Earth Institute is still looking for financial assistance to help underwrite a book on the environmental restoration movement which could be sent to schools. Taking articles generally from issue 66 of the *Whole Earth Review,* the Institute would like to put together a 64 page book that includes a table of contents, a cover letter from Richard Nilsen and a snappy cover by Kathleen O'Neil, and send this book to schools and/or colleges for a nominal charge.

Having approached Levi Strauss, Autodesk and Aveda with less than enthusiastic success, the Institute is now putting together a proposal that will be sent to the C.S. Fund, the Noyes Foundation and Patagonia for consideration. This proposal will include a budget and time lines as well as a letter of purpose which will explain why the Institute feels this information would be valuable to students.

Small World Club

Networkers

The Small World Club, which was discussed briefly at the last Founders' meeting, is indeed still being considered as a possible new venture for the Institute. By helping its members meet together on the WELL, giving them access to each other either through conversation and/or a database, the club could indeed link people to ideas, tools and communities.

The mechanics of the club -- how members would be linked -- is something that needs to be investigated further and hopefully at the October 10th meeting this can happen.

TeleConferencing Networking -

Work has indeed begun on the development of teleconferencing inter-network architecture and WEI will host another session on this topic on September 10th. This meeting will bring together people who have expertise in the economies of data exchange to discuss some fundamental issues such as: who is going to edit the information that goes from system to system? how is each node (i.e. the WELL) going to be recompensed for their input? how is the accounting going to be done? what legal issues need to be addressed?

Whole Earth Environmental Resource Library

Having received a $5,000 grant from the Marin Community Foundation, the Whole Earth Institute is currently studying the feasibility of setting up a functional library and database of the over 7,000 books and magazines currently resting in our office. Most of these publications have been reviewed in the Whole Earth catalogs and magazines over the past twenty odd years and Whole Earth would now like to organize them in a coherent manner and set up a library which could be opened to the public, on a limited membership basis, so that people could have easy access to the ideas and tools provided in these books.

In the three month study funded by the Marin Community Foundation, Lori Wolpert, David Burnor and Stephanie Leonard, with the help of other library and system professionals, will examine the feasibility of doing this in three parts: 1) where would the library be physically located and what costs would be involved in setting up a suitable space, 2) how can the books and magazines best be sorted and cataloged to be useful and meaningful to POINT employees and the public, and 3) how can a database be set up that can effectively interface with other library systems around the Bay Area.

Once this study is complete, in late September, the Institute will present its report both to POINT and the Marin Community Foundation for evaluation. At that time POINT will have to determine if the project is viable and, if so, how it could be financed.